International Journal of Hospitality & Tourism Systems
Volume 9 Issue 1 June 2016
ISSN: 0947-6250 Print

Hospitality & Tourism Systems

The Effects of E-Service Quality Dimensions on Tourist's e-Satisfaction

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Abstract *E-service quality has become an essential input for achieving the customer's satisfaction in online environment. This study aims to develop research model to assess the quality of e-tourism services and tourist's satisfaction toward the websites of the Egyptian travel agencies. Additionally, it seeks to identify the dimensions of e-tourism service quality and its impact on tourists' e-satisfaction of such travel agents. Collecting 170 online questionnaire forms from tourists in Egypt, the findings revealed that the dimensions of e-tourism service quality are positively affecting tourists' e-satisfaction. Particularly, interactivity and reliability have the greatest contribution to e-satisfaction, versus customer service and privacy having the lowest. The demographic characteristics have influenced the customers' perception of e-tourism service quality and e-satisfaction of travel agents' websites.*

Keywords: *E-tourism Service Quality, E-satisfaction, E-tourism, Egyptian Travel Agents*

INTRODUCTION

E-service quality is a crucial factor determines the success or failure of the e-commerce for two reasons. First, it is affecting customers' satisfaction and online shopping intentions. Second, it is a preferred tool pulling potential shoppers (Nosrati, 2008, p. 16).

The success of tourism organizations would increasingly depend on sensing and responding to the rapidly changeable customer' requirements, employing Information and Communication Technologies (ICTs) for delivering the right product at the right time, and the right price for the right customer. Customer satisfaction is basically regarded as an essential factor that impacts long-term relationships between firms and consumers in both the traditional and e-commerce business environments. Measuring Electronic satisfaction as a concept has recently gained an increased importance in the marketing literature.

Many of the Egyptian travel agents have designed websites in order to allow customers to book and reserve their services and options online. Such websites are regarded as one main distribution channel connecting travel agents with tourists.

Understanding the customers' needs have become crucial at competitive markets. Therefore, Egyptian travel agents have moved from a product-centric to a customer-centric position. Moreover, they are obliged to achieve tourists' satisfaction by providing high quality e-tourism services for tourists.

The total number of Egyptian travel agents category 'A' is 1392 (Egyptian Travel Agents Guide, 2012). Category 'A' travel agents presents all the tourist services such as reservation air flights, accommodations, sightseeing, renting different buses or cars and organize local and international tours. Only 492 (36%) of these travel agents have their own website (Egyptian Travel Agents Guide, 2012). This figure shows that most Egyptian travel agents are at the first stage in adopting e-tourism in their business, because a wide range of those (about 64%) didn't have a website. Moreover, many

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of those having a website merely mention information about the company and its services and products, but they do not provide online transactions features (Shehawy, 2010, p.366; Abou-Shouk and Lim, 2010, pp.357-366).

Egyptian travel agents should consider tourists' satisfaction and how the customers assess e-tourism service quality. Consequently, the significance and the objectives of the study are developing a new model for assessing the electronic tourism services quality and tourists' satisfaction toward the Egyptian travel agencies websites.

Hence, the main objective of the study is to understand the dimensions of e-tourism service quality and its impact on tourists' satisfaction of the Egyptian travel agents websites. In addition, the study attempts to answer the following questions: what are the most important dimensions of e-tourism service quality of Egyptian travel agencies websites?, what is (are) the effect(s) of the electronic tourism service's quality dimensions of the planned model on electronic satisfaction of tourists in Egypt?

LITERATURE REVIEW

E-Services Quality (E-SQ)

Zeithaml et al. (2002, p.363) introduced the concept of electronic service quality (e-SQ), which is defined as "*the extent to which a website facilitates efficient and effective shopping, purchasing and delivery of products and services*". Such definition includes a complete customer service experience throughout the stages of the online shopping process (Nosrati, 2008), in addition to a pre-website, an on-website and a post-website service aspects (Zeithaml et al., 2002). According to Santos (2003, cited in, Nosrati, 2008, p.36), e-service quality can be defined as "*the customer's overall evaluation and judgment of the excellence and quality of e-service offerings in the virtual market place*".

The significance of the e-service quality is strongly related to the customer's satisfaction, retention and loyalty. Therefore, it is estimated to be a determinant of success not only in a conventional environment, but also in an online environment (Wolfinbarger and Gilly, 2003, p. 190). Moreover, e-service quality potentially increases attractiveness, hit rate, customer preservation, adhesiveness, and positive word of mouth. Additionally, it can maximize the competitive advantages of electronic commerce (Santos, 2003). E-service quality is significant for two reasons. Firstly, it greatly influences the customers' satisfaction and intention to shop online. Secondly, it is critical in attracting potential customers (Nosrati, 2008, p. 16).

Tourism as a particular service industry constantly strives toward delivering quality customer service. Realizing the popularity of the Internet as a place for communication and shopping amongst travelers, tourism exploits it to create and deliver customer value and quality customer service in the online marketspace. Indeed, it became one of the major concerns of tourism practitioners and marketers (Sigala and Sakellaridis, 2004).

Tourism E-Services

Some e-services can be strongly linked with online customer satisfaction, and as a result with a website's ability to satisfy online customers' needs. The selection of available e-services is huge such as, company info, product info, chat/customer forum/guestbook, tourism information, direct links, online order tracking, product personalization, website interaction, online reservation & payment, website map, location features, local search engine, user-friendly interface, personal info storage, website customization, mailing list subscription, browser efficiency/friendliness, safety & security information, multimedia and customized product search. (Iliachenko, 2006 *a*, p.58).

The most significant e-tourism services as professed by potential tourism service buyers are: Tourism information, Product information, Online reservation and payment, Safety and security, Modified product search, Website interaction and direct links (Iliachenko, 2006 b).

Models for Measuring E-Tourism Service Quality

Several conceptual models have been developed to help assess the electronic service quality and the factors affecting consumers' perceptions. This section reviews some of the well-known models used to measure electronic service quality.

E-SERVQUAL Model: E-SERVQUAL is a conceptual model for measuring electronic service quality. It comprises two scales: a core e-SERVQUAL scale and a recovery e-SERVQUAL scale, represented by four and three dimensions respectively. A Core e-SERVQUAL scale is employed to measure the customers' perceptions of service quality delivered by online retailers. It has four dimensions: efficiency, reliability, fulfillment, and privacy (Zeithaml et al, 2002, p.362).

E-S-QUAL Model: E-S-QUAL is utilized for measuring the service quality delivered by web sites on which customers shop online. The basic E-S-QUAL scale is a 22-item scale covering four dimensions: efficiency, fulfillment, system availability, and privacy. The second scale, E-RecS-QUAL, is designed to suit only to customers who had non-routine encounters with the sites and contains 11 items in three dimensions: responsiveness, compensation, and contact. (Parasuraman et al, 2005, p.7).

Swaid and Wigand's Model: Swaid and Wigand (2007, p.7) developed a research model that examines the relationships among the dimensions of e-service quality and customers' satisfaction and loyalty intentions. This model consists of six dimensions and 29 items, these dimensions are: Website usability, Information quality, Reliability, Responsiveness, Assurance and Personalization

E-Travel Service Quality Scale: Ho and Lee (2007) has successfully constructed a scale that can measure and evaluate e-travel service quality and to test the relationship between service quality, satisfaction and behavioral loyalty. This scale has five dimensions and 18 items to assess e-travel service quality. The dimensions are; Information Quality, Security, Website Functionality, Customer relationships and Responsiveness. (Ho and Lee, 2007)

E-Service Quality Model: Hongxiu et al.'s (2009, p.2) study examined e-service quality dimensions at the Internet market, focusing on online travel service. The purpose of the present study was to develop a scale in order to evaluate e-service quality of online travel companies in China. Consequently, they proposed an e-service quality model that comprises nine dimensions; Ease of use, Website design, Reliability, System availability, Privacy, Responsiveness, Empathy, Experience, Trust

Tourism Websites E-SQ Scale (MONC scale): Iliachenko (2006 *a*) conducted a study aiming to develop a scale for assessing E-Service quality of tourism websites. The scale contains four dimensions and 18 items, these dimensions were as follows: Interactivity, Website design, Information and Technical (Iliachenko, 2006 *a*, p.113).

Electronic Satisfaction

Customer satisfaction has been recognized as a significant factor affecting long-term relationships between firms and customers in both traditional and electronic business environments. Measuring Electronic satisfaction as a concept has gained an increased importance in the marketing literature in recent times.

Customer satisfaction in the online marketspace is defined as a " *long-term, developing construct influenced by customers' e-service expectations and quality perceptions changing over time, based on new consumer experience and knowledge"* (Iliachenko, 2006, p.12). Moreover, E-Satisfaction is defined as the *'' contentment of a customer with respect to his or her prior purchasing experience with a given electronic commerce firm*" (Anderson & Srinivasan, 2003).

There are many factors that affect tourists' satisfaction toward travel agencies websites and online travel agencies such as: Information Factor, Technology and Usability Factors, - Price Factor, Convenience Factor and Brand Name Factor (Cho and Agrusa, 2006, p.186). Several items and factors are critical for customers to evaluate service quality and satisfaction. The first important attribute is prompting order execution and confirmation, which requires adequate system capacity as well as staff support. The second important aspect is accuracy of the online trading system, including accurate order fulfillment, accurate record keeping. The third important aspect is the accessibility of the web site. The fourth important aspect is e-mail response, besides traditional communication means such as phone calls, online customers are particularly longing for prompt response to their inquiries and prompt confirmation through e-mail. Finally, transaction security and personal information privacy are major concerns for online customers (Yang and Fang, 2004).

Models for Measuring E-Satisfaction in the Tourism Industry

There are many researches who contributed in this field. They developed scales for measuring e-service quality and e-satisfaction particularly in the tourism and hospitality industry.

Weber et al.'s Model: They developed a model for measuring online satisfaction and online loyalty of customers in the hospitality industry. This model has five dimensions and 15 items. These dimensions include: User Interface, Online Resources, Customer Confidence, Relationship Services and Perceived Value (Weber et al., 2006, p.455).

Kim et al.'s Scale: Kim et al.'s (2006) study aimed to identify the determinants affecting Chinese hotel customers' online reservation intentions and to assess their satisfaction with online hotel reservation. This scale encompasses six dimensions: Information Needs, Service Performance and Reputation, Convenience, Price Benefits, Technological Inclination and Safety (Kim et al., 2006).

E-Satisfaction Model: Masoomeh (2006) developed a model to measure the electronic satisfaction in tourism industry. The model is called e-satisfaction model and has five aspects, which affect satisfaction in online purchasing. Such aspects are: Convenience, Product Offering, Product Information, Site design and financial security.

Relationship between E-Service Quality and Customer Satisfaction

In terms of time and sequence, service quality takes place before, and leads to overall customer satisfaction. Service quality has been found to be an important input to customer satisfaction not only in traditional environment, but also in online environment (Caruana & Malta 2002). Service

quality is the most important purchase decision factor influencing the customers' buying decisions. Customer satisfaction is determined by defining customer perceptions of quality, expectations, and preferences. In other words, "*satisfaction, or lack of it, is the difference between how a customer expects to be treated and how he or she perceives being treated"* (Bozorgi, 2007, p. 34).

To attain true customer satisfaction, companies need to achieve quality not only by eliminating the causes for direct complains, but they also need to provide their products with excellent, attractive quality - to delight the customer. Therefore, research on customer satisfaction is often closely associated with the measurement of service quality (Anderson and Sullivan, 1993).

A number of academics have tried to identify key determinants by which a customer assesses electronic service quality and, consequently, satisfaction may or may not result. Parasuraman et al. (1985, p.43) suggested that service quality influences customers' satisfaction. Similarly, several studies found that specific website e-services can positively affect customers' satisfaction with a website and online purchasing on the long run (Khalifa and Shen, 2005). Shneiderman (1998) discussed the subjective satisfaction of a user with the use of Information technology (IT). Shneiderman suggested that a user's subjective satisfaction is influenced by different perceived quality characteristics of the technology, such as ease of use and usefulness. Wolfmbarger and Gilly (2003) found that different dimensions of their measure of e-service quality have varying effects on customer satisfaction, such as reliability, fulfillment and responsiveness. Yang and Fang (2004) identified online service quality dimension and its relationship with satisfaction. Such service quality dimensions are reliability, responsiveness, ease of use, competence.

To conclude, "perceived service quality comes first in importance , then satisfaction with quality and the value of this given quality. Accordingly, such perceived service quality can be viewed as a concept for the understanding of how to develop services, on one hand. On the other hand, customer satisfaction is a concept for the evaluating how successfully these services are fulfilling the needs and desires of customers" (Grönroos, 1998, p. 330).

As a result, the ability to accurately measure consumers' online satisfaction and experiences to constantly meet consumers' needs and to develop customized online marketing strategies will be essential for improving online service quality (Steinbauer, 2006, p.1).

Conceptual Model and Hypotheses Development

The main purpose of the current study is to develop a new model (scale) to assess the electronic satisfaction of tourists toward the tourism services of the Egyptian travel agents websites and the quality of these services. A proposed model was developed and designed to achieve the purposes and objectives of this study. The proposed model is called E-TourServQual Model

The model was developed in three steps:

First step: The first step of developing the E-Tour Serv Qual Model was based on the other and previous contributions of many authors who developed many scales and models in the topic, such as that of E-SERVQUAL Model (Zeithaml et al., 2002), E-S-QUAL Model (Parasuraman et al., 2005), Swaid and Wigand Model (2007), E-Travel Service Quality Scale (Ho and Lee, 2007), and E-Service Quality Model (Hongxiu et al., 2009).

Second step: After designing the model, it was evaluated by some of the stakeholders in Egypt to review the model items according to their requirements of the measurement items. Such stakeholders included both the president and e-marketing manager of Memphis Tours, and tourism managers of both Bright Sky and Egypt Today Travel due to their experience in e-travel service.

Third step: The proposed Model was discussed and judged by several experts of e-tourism in the world and in Egypt.

Dimensions of the Developed Model

After the assessment that has been fulfilled by the experts of e-tourism, the pre-proposed model consists of six dimensions and 31 items. Such dimensions include efficiency, information quality, interactivity (contact), customer service, reliability and privacy (figure 1).

Efficiency: It consists of five items and refers to the extent to which the website is well structured, providing speed of access, easiness of navigating and completing a transaction quickly.

Information Quality: Five items are included in such dimension, referring to the extent to which a website is informative and able to provide the information relevant to the customer's demands, needs and up-to-dated information**.**

Interactivity (Contact): This dimension consists of five items and refers to the extent to which a user can interact and contact with the website.

Customer service: It is of five items and refers to the ability of website personnel to respond to customers' inquiries quickly, providing appropriate problem-solving mechanisms and following up with guests after they leave.

Reliability: It basically consists of eight items and refers to the extent to which the website performs services as promised and the correct technical functioning of the website and the

accuracy of online booking and online payment.

Privacy: It consists of three items and refers to the safety of the website and the protection of customer information, credit card information and shopping behavior data of the customers.

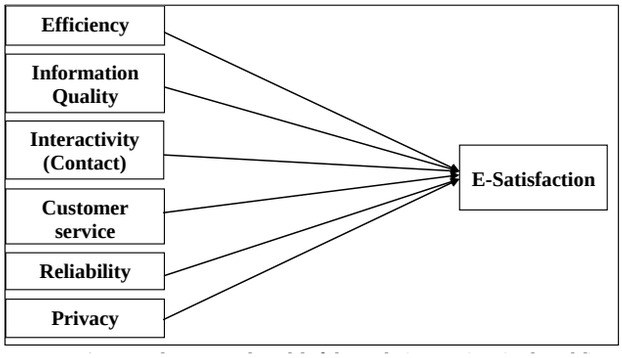

Figure 1. The Proposed Model of the study (E-TourServQual Model).

Hypotheses of the Study

1. E-Tourism service quality dimensions have a positive effect on E-Satisfaction.
2. There is a significant difference in tourists' satisfaction degrees toward the electronic tourism services quality, produced by the websites of the Egyptian travel agencies according to their demographic backgrounds.

METHODOLOGY OF THE STUDY

The questionnaire consists of three parts: demographic data, the model assessing the electronic tourism services quality of travel agencies websites and electronic customer overall satisfaction. The data which has been used in this paper are both secondary data and primary data which had been collected by a questionnaire. The sample of the study was the tourists who arranged and bought their tours to Egypt from Egyptian travel agents websites, or used these websites to get any tourism services. Simple random sample was used in choosing the sample of the study in Cairo, Hurgada and Sharm Elsheikh. A total of 400 forms of questionnaire were distributed. Only 305 (76%) forms were answered and returned back, and 135 of them were excluded because they were not completed and many tourists were not electronic tourists. Thus 170 (42.5%) forms were valid, completed and were included in the analysis.

For quantitative data analysis, the Statistical Package for Social Science (SPSS 12.0) is used for data input and analysis. The statistics results were presented in graphical forms with detailed description. The data have been analyzed using statistical indexes such as descriptive statistics, correlation, regression, ANOVA and T-test.

Validity and Reliability

The validity was greatly testified through an extensive review of the literature within the current study. A questionnaire was employed and judged by many experts of e-tourism. A pilot study has been conducted amongst a small number of online tourists in Egypt to get the passengers' feedback. Additionally, Cronbach's Alpha was used as an examination indicator in order to determine the reliability of the measurement scale of e-satisfaction after testifying the pilot study. The value of Cronbach is generally required to be over 0.7. (Bozorgy, 2007, p.72). According to the figures generated from the pilot test, it was observed that the reliability of all dimensions, in terms of Cronbach's Alpha was .926. This meant that the scale, applied in this paper, was reliable.

RESULTS AND DISCUSSIONS

The majority of the sample was British with a percentage 22.5%, U.S. citizens came as the second one with a percentage 13% and Australians as the third with a percentage 11% as it is included in the first table. Data showed that the gender percentage of the respondents was 52.4% females and 47.6% males. The majority of the respondents was 28.2% at the age group of "20-30 years". The next most reprehensive age groups were those of "31-40 years" old with a percentage of 26.5%, on one hand. On the other hand, the age groups "less than 20 years and "more than 60 years" represented the lowest percentage of the sample. This might be due to the popularity of using of ICTs among the younger category more than the elderly as shown in the next table. The data showed that the Bachelor Degree ranked the first one for educational attainment with a percentage of 38.2%, and then the high school as the second one with a percentage of 29.4% .Additionally, the Master's and Ph.D. Degrees were represented with approximately percentage of 28% as the third one. However, 42.5% of the sample occupied private jobs, and around 15.3% occupied governmental jobs

Table 1. Demographic Characteristics of Respondents (N=170)

	Frequency	Percentage %
Gender		
Male	81	47.6
Female	89	52.4
Age		
Less than 20	4	2.4
20-30	48	28.2
31-40	45	26.5

	Frequency	Percentage %
41-50	44	25.9
51-60	22	12.9
More than 60	7	4.1
Educational Level		
High School	50	29.4
Bachelor	65	38.2
Master	40	23.5
PHD	8	4.7
Others	7	4.1
Job		
None	11	6.5
Student	15	8.8
Governmental job	26	15.3
Private job	72	42.4
Academic	16	9.4
Business Man	22	12.9
Others	8	4.7
Nationality		
U.S.	22	12.9
British	38	22.4
French	9	5.3
Australian	18	10.6
German	11	6.5
Italian	11	6.5
Canadian	9	5.3
Spanish	9	5.3
South African	6	3.5
Polish	7	4.1
New zelander	6	3.5
Mexican	4	2.4
Venezuelan	9	5.3
Greek	5	2.9
Russian	6	3.5

Mean Values of the Model Dimensions

The second table indicates that the means of all dimensions of the quality of the electronic tourism services were high and the tourists were satisfied. Privacy was the first dimension that tourists were very satisfied with (4.20) and reliability was the second dimension (4.04). Then, the other dimensions came as follows: Customer service (3.96), Interactivity (3.93), Information Quality (3.92) and finally Efficiency (3.90).

Table. 2. Means and Standard Deviation statistics

Dimensions	Mean	Std. Deviation
Privacy	4.20	.9590
Reliability	4.04	.8606
Customer service	3.96	.8981
Interactivity	3.93	.9309
Information Quality	3.92	.8859
Efficiency	3.90	.8706

Regression of E-Tourism Service Quality Dimensions and E-Satisfaction

The third table displays the results of the regression analysis of the electronic tourism service quality dimensions; as an independent variable and E-Satisfaction; as a dependent variable. R square measures the effects of the independent variables on the dependent variable. In this case, R^2 is 38.5% to represent the contribution of interactivity, reliability, efficiency, and privacy in predicting e-satisfaction. In other words, approximately 38.5% of the variation of e-satisfaction of tourists was clarified by the four dimensions of e-service quality.

Table 3. Regression Analysis of E-Tourism Service Quality Dimensions and E-Satisfaction

	Beta	T	Sig
(Constant)	12.723	2.136	.005
Interactivity	**.400**	2.687	.026
Reliability	**.387**	2.248	.008
Information Quality	**.385**	1.690	.093
Efficiency	**.383**	2.091	.038
Privacy	**.365**	2.211	.028
Customer Service	**.329**	.463	.644

* Significant Level = 0.05

In the regression analysis, the beta coefficients could be employed to explain the relative significance of the six dimensions as independent variables in contributing to the variance in tourists' overall satisfaction as the dependent variable. According to the Beta value, four dimensions of electronic tourism service quality had a significant positive impact on e-satisfaction. A number of the previous studies indicated the same result, e.g., Parasuraman et al. (2005, p.16), Swaid and Wigand (2007, p.11), Parasuraman et al. (1985, p.43), Yang and Fang (2004), Wolfmbarger and Gilly, (2003,p. 190), and Ho and Lee (2007).

Both interactivity (.400) and reliability (.387) were the most significant dimensions in contributing to e-satisfaction. That

was confirmed by the study of Iliachenko (2006a, p.114) which stated that interactivity was the most important dimension impacting e-satisfaction. Similar findings were asserted within the previous studies of Swaid and Wigand (2007, p.11), Zhang and Lam (1999, p.347), and Wolfmbarger and Gilly (2003, p.190) who indicated that reliability had a great impact on e-satisfaction.

However, both efficiency and Privacy were the lowest dimensions contributing to the tourists' satisfaction. Additionally, privacy was the lowest significant dimension to e-satisfaction within the study of Parasuraman et al.'s (2005, p.16) .Accordingly, the first hypothesis of the study was supported.

The Differences of Tourist's Satisfaction of the Egyptian Travel Agents Websites According to their Demographic Characteristics

The current analysis discusses the differences of tourists' satisfaction toward the electronic tourism services quality of the Egyptian travel agents websites according to their demographic profile, e.g. nationality, gender, age, educational level and work. T-test and ANOVA statistics were employed to analyze the data. If P.value is > 0.05, there is no significant difference among variables, whereas if P.value is < 0.05, there is a significant difference between variables.

Differences of Tourist's Satisfaction of the Egyptian Travel Agents Websites According to Nationality

The results indicated that there was a significant difference in the overall satisfaction of the respondents according to the nationality (P.value < 0.05) (Table 4).

Table 4. ANOVA Test of the Differences of the Perception of E-Satisfaction According to Nationality

	Mean	df	F	P.value (Sig)
E-Satisfaction	7.995	169	1.811	0.041

*P.value < 0.05

The L.S.D test proved that there were significant differences between the responses of the tourists due to their nationalities as follows:

- U.S. and Canadian tourists.
- Among the Russian respondents, in addition to British, Australian, Canadian, Spanish, South African and Venezuelan.
- Among the Polish respondents and those British, French, Australian, Canadian, South African, Venezuelan and Greek.

Accordingly, it can be stated that nationality has a significant impact on the tourists' satisfaction of the Egyptian travel agents websites. As a matter of fact, both Russians and Polish respondents differed on their satisfaction degree rather than the other nationalities.

Differences of Tourist's Satisfaction of the Egyptian Travel Agents Websites According to Gender

The fifth table shows that there was no significant difference between the responses of males and females on their perception of satisfaction toward the electronic tourism services quality of the Egyptian travel agents websites (p.value > 0.05).

Table 5. T-Test of the Differences of the Perception of E-Satisfaction According to Gender

	Male Mean	Female Mean	df	t	P.value (Sig)
E-Satisfaction	17.07	17.05	168	.054	.957

*P.value < 0.05

Differences of Tourist's Satisfaction of the Egyptian Travel Agents Websites According to Age

The results revealed that there was no significant difference in the overall satisfaction of the respondents according to their age group (P.value > 0.05).

Table 6. ANOVA Test of the Differences of the Perception of E-Satisfaction According to Age groups

	Mean	df	F	P.value (Sig)
E-Satisfaction	12.192	169	2.719	0.22

*P.value < 0.05

Differences of Tourist's Satisfaction of the Egyptian Travel Agents Websites According to Educational Level

The seventh table indicates that the respondents' education level had no significant difference in their overall satisfaction (p.value > 0.05).

Table 7. ANOVA Test of the Differences of the Perception of E-Satisfaction According to Educational Level

	Mean	df	F	P.value (Sig)
E-Satisfaction	4.798	169	.242	0.914

Differences of Tourist's Satisfaction of the Egyptian Travel Agents Websites According to Job

According to the eighth table, there was no significant difference in the overall satisfaction of the respondents according to job **(**p.value > 0.05).

Table 8. ANOVA Test of the Differences of the Perception of E-Satisfaction According to Job

	Mean	df	F	P.value (Sig)
E-Satisfaction	7.655	169	1.663	0.133

Consequently, there was a significant variation in tourists' satisfaction degree toward the Egyptian travel agencies websites according to the tourist's nationality, on one hand. On the other hand, there was no significant difference in tourists' satisfaction degree according to age, educational level, gender, and job.

CONCLUSIONS

The study indicates that the Egyptian travel agents are at the first stage of applying e-tourism in their business as a large number of them did not have even a website. However, there are approximately 492 travel agents have their own websites**.** The study suggested a reliable and valid electronic tourism service quality scale (called E-Tour Serv Qual Model). The model could be used to assess the quality of the electronic tourism service and electronic satisfaction in all tourism establishments, particularly travel agents. This Model consists of six dimensions, including efficiency, interactivity, information quality, reliability, customer service, and privacy. Additionally, interactivity, reliability, efficiency and privacy have become the most significant dimensions contributing to e-satisfaction.

RECOMMENDATIONS

- Travel agents managers should identify how the customer assesses the quality of the electronic service as a base for improving service delivery. This will encourage increasing purchases, leading to reach the highest degree of such electronic satisfaction and finally reaching the electronic customer loyalty.
- Egyptian travel agents can use the proposed model of the study (E-TourServQual model) for assessing the quality of e-services and tourists satisfaction of their websites because the reliability and validity of the scale are high and suitable for Appling.
- Egyptian travel agents have to develop their websites. Additionally, they have to update and enhance their electronic tourism services in order to meet the tourists' needs and requirements to reach e-satisfaction.
- Egyptian travel agents should support and encourage e-tourism in all their business through e-marketing, e-sales and transactions with customers, and those with tourism suppliers. In addition to the electronic management of relationship with tourists after sales services…etc.
- Egyptian travel agents have to design websites characterized by organized simplified graphics and pictures for an easier and quicker navigation and loading.
- Faculties and Institutes of Tourism and Hotels should support the delivery of electronic tourism courses and electronic tourism marketing for their students.
- Legislations and laws of e-tourism, online travel agents, and tourism websites need to be decreed in Egypt.
- The Ministry of Tourism has to modify the system of the Egyptian tourism statistics generally and assign also a department for electronic tourism statistics.

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